

## **AMENDMENTS TO THE CLAIMS**

The following listing of claims replaces all prior versions, and listings, of claims in the application.

1. (Currently Amended) A system comprising:

at least one computer device configured to perform a method for integrating event management, the method including:

managing customer information for customers of an event provider stored in a customer database;

managing event information for events provided by the event provider stored in an event database;

contacting customers of the event provider using the customer database and the event database, the contacting including:

informing a group of customers of an event, wherein the event requires payment for an individual to attend and attendance at the event is not limited to invited individuals only, and wherein the group of customers is identified as having a possible interest in attending the event using customer information stored in the customer database; and

obtaining feedback from a group of customers that attended the event, wherein the feedback is obtained using information contained in the customer database and the event database; and

analyzing the event using the feedback from the group of customers that attended the event and, based on the analyzing, generating a report to indicate an effectiveness of marketing the event and a quality of the event.

2. (Previously presented) The system of claim 1, the method further including managing accounting information for each event.

3. (Previously presented) The system of claim 1, the method further including processing electronic payment for an individual to attend an event.

4. (Canceled).

5. (Previously presented) The system of claim 1, wherein customers are contacted by at least one of: an e-mail, a newsletter, or a telephone call.

6. (Previously presented) The system of claim 1, wherein the managing customer information includes:

providing customer information and event information for display to a user;

allowing a customer to manage the customer information; and

allowing an event provider to manage the customer information.

7. (Previously presented) The system of claim 1, wherein the managing event information includes:

allowing an event provider to manage the event; and

allowing a customer to register for the event.

8. (Previously presented) The system of claim 7, wherein the managing event information further includes providing data on the event to a customer that has registered for the event.

9. (Previously presented) The system of claim 7, wherein the managing event information further includes limiting access to functionality of the event management system.

Claims 10-16 (Canceled).

17. (Currently Amended) A computer program product embodied on a computer useable storage medium having computer readable program code embodied therein, which enables a computer system to implement a method for integrating event management, the method comprising:

managing customer information for customers of an event provider stored in a customer database;

managing event information for events provided by the event provider stored in an event database;

marketing an event of the event provider to customers of the event provider using the customer database and the event database, wherein the event requires payment for an individual to attend, and wherein the marketing includes:

promoting the event to a group of customers using email, wherein the group of customers is identified as having a possible interest in attending the event using customer information stored in the customer database; and

obtaining feedback on the event from a group of customers that attended the event, wherein the feedback is obtained using information contained in the customer database and the event database; and

analyzing the event using the feedback from the group of customers that attended the event and, based on the analysis, generating a report to indicate an effectiveness of the marketing and a quality of the event.

18. (Previously presented) The computer program product of claim 17, the method further comprising:

managing accounting information for each event; and  
processing payment by a customer for an event.

19. (Previously presented) The computer program product of claim 17, wherein the managing event information includes:

defining an event of an event provider at a third party web site;  
adding a link from an event provider web site to an event registration web page at the third party web site;

limiting access to event information and management functions based on a security level of a user;

registering a customer for the event using the event registration web page; and  
providing additional event information to the registered customer.

20. (Previously presented) The computer program product of claim 17, wherein the managing customer information includes allowing each customer to manage the customer information for the customer.

21. (Canceled)

22. (Currently amended) A computerized method for integrating event management, the method comprising:

managing customer information for customers of an event provider stored in a customer database using a computer system including at least one computing device;

managing event information for events provided by the event provider stored in an event database using the computer system;

contacting customers of the event provider using the customer database and the event database using the computer system, the contacting including:

informing a group of customers of an event, wherein the event requires payment for an individual to attend and attendance at the event is not limited to invited individuals only, and wherein the group of customers is identified as

having a possible interest in attending the event using customer information stored in the customer database; and

obtaining feedback from a group of customers that attended the event, wherein the feedback is obtained using information contained in the customer database and the event database; and

analyzing the event using the feedback from the group of customers that attended the event and, based on the analyzing, generating a report to indicate an effectiveness of marketing the event and a quality of the event using the computer system.

23. (Previously presented) The method of claim 22, further comprising managing accounting information for each event using the computer system, the managing including accounting for revenue received as a result of providing the event and deducting expenses for the event.

24. (Previously presented) The method of claim 22, further comprising processing electronic payment for an individual to attend an event using the computer system.

25. (Previously presented) The method of claim 22, wherein customers are contacted by at least one of: an e-mail, a newsletter, or a telephone call.

26. (Previously presented) The method of claim 22, wherein the managing customer information includes:

- providing customer information and event information for display to a user;
- allowing a customer to manage the customer information, the customer information including contact information and a subscription status; and
- allowing an event provider to manage the customer information.

27. (Previously presented) The method of claim 22, wherein the managing customer information includes:

- allowing an event provider to manage the event; and
- allowing a customer to register for the event.

28. (Previously presented) The method of claim 27, wherein the managing customer information further includes providing data on the event to a customer that has registered for the event.

29. (Previously presented) The method of claim 27, wherein the managing customer information further includes limiting access to functionality of the event management system.

30. (Previously presented) The method of claim 22, wherein the event provider is a third party, the method further comprising receiving payment from the third party in return for integrating event management for an event provided by the third party.